



School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-14th (2022-2024)

Second Year, Term 6 End Term Examination, March 2024

PHRM-747 Consumer Behaviour in Pharma

Time - 3 Hour

Maximum Marks: 50 (Minimum Marks: 20)

Instructions to students:

- This question paper contains 1 printed page.
- Don't write anything on the Question Paper except writing your Enrolment No.

Part A

(Maximum Marks: 5)

Q1. State True or False for the following statements (1 mark each).

- (a) Consumer Research primarily focuses on understanding consumer behavior.
- (b) Consumer perception is an external influence on consumer behavior.
- (c) Personality and self-image are internal influences on consumer behavior.
- (d) Communication does not play a significant role in consumer attitude formation and change.
- (e) Reference groups and family are considered external influences on consumer behavior.

Part B

(Maximum Marks: 15)

Answer the following questions.

- Q2.** What is consumer perception, and how does it impact purchasing of generic drugs decisions? (5)
- Q3.** What do you understand by consumer. How do marketers target specific consumer segments? (5)
- Q4.** Discuss the impact of social media on consumer behavior and decision-making. (5)

Part C

(Maximum Marks: 30)

Answer the following questions in detail.

- Q5.** Discuss the importance of understanding consumer behavior for pharmaceutical businesses, particularly in terms of formulating effective marketing strategies. Provide examples to illustrate your discussion. (10)
- Q6.** Explain the concept of motivation in consumer behavior. How do marketers leverage motivational factors to influence consumer decisions? Provide examples to support your explanation. (10)
- Q7.** Consumer decision-making is a multi-stage process that involves problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Discuss each stage in detail, highlighting the factors that influence consumer behavior at each step. Support your discussion with relevant examples. (10)